

# WHAKATANE DISTRICT SISTER CITIES ASSOCIATION

## MISSION STATEMENT

*“To encourage and promote international exchange through development and maintenance of Sister City links.”*

## DRAFT OBJECTIVES 2014-2016

<b>Objective One</b>	
To liaise with Kamagaya to develop combined aims and objectives	
<b>Goals:</b>	<b>Frequency</b>
(a) To seek clarity from Kamagaya on their objectives for the relationship in the future	
(b) To continue to grow the frequency of information and mutual exchanges between Kamagaya and Whakatane	
<b>Objective Two</b>	
To promote Sister City affiliations internationally; and to encourage interaction on a people-to-people basis to foster understanding and friendship.	
<b>Goals:</b>	<b>Frequency</b>
(a) To hold a minimum of one seminar annually to advise and inform stakeholders in private and business communities of Sister City events and developments (eg, travel agents, travellers to Japan/Australia, tourist operators, moteliers, accommodation houses, restaurant owners).	Annually
(b) To set up and maintain a “Sister Cities Corner” in the Information Office to display posters, brochures and other information to encourage interest in each Sister City as a travel venue.	Janie
(c) To compile a set of resources on information about and knowledge of cultural protocols pertaining to Whakatane and Kamagaya to assist relationships between citizens of both countries.	Donal
(d) To investigate and facilitate sharing of cultural knowledge between each City.	Janie (A&C Society)

### Objective Two

To disseminate information gathered from local and international sources.

<b>Goals:</b>	<b>Frequency</b>
(a) To provide the committee meeting agenda and minutes to the East Bay News and Beacon newspapers and Radio 1XX.	Six-weekly <b>Janie</b>
(b) To provide articles for publication in the Beacon prior to Sister City exchanges advising the community of the pending exchange and highlights.	Monthly <b>Janie</b>
(c) To include one article per edition of the Council's 'Byways' newsletter promoting Sister City relationships (collaborative articles with Kamagaya staff?)	<b>Chairperson</b>
(d) To facilitate interest in and contact with what the Sister City relationship can offer at the commercial and industry level by holding an information seminar annually.	<b>Tony</b>
(e) Distribute newsletters and information received from Sister Cities to Committee members, Councillors, Press and other interested citizens.	Two-monthly <b>Janie</b>

### **Objective Three**

To encourage community activities within the Whakatane District in association with affiliates in other countries.

<b>Goals:</b>	<b>Frequency</b>
(a) To establish a programme of regular service club exchanges.	<b>Donal</b>
(b) To hold a seminar for groups proposing to travel to Sister Cities.	<b>Jeff</b>

### **Objective Four**

To encourage youth activity aimed at community and international friendship.

<b>Goals:</b>	<b>Frequency</b>
(a) To maintain a programme of bi-annual educational exchanges with Kamagaya involving students, teachers and supporters.	<b>Janie</b>
(b) To promote Kamagaya and Warwick as destinations for inclusion in the itinerary of sporting, cultural and art trips undertaken by schools and youth organisations.	Ongoing <b>Janie</b>

### Objective Five

To link with other organisations having similar aims and objectives.

<b>Goals:</b>	<b>Frequency</b>
To support other organisations within the Whakatane district that have relationships with Warwick or Kamagaya.	<b>SSC</b>

### Objective Six

To encourage and promote activities for public benefit.

<b>Goals:</b>	<b>Frequency</b>
(a) To develop and support an educational exchange programme for teachers along lines of the Fukushima Summer exchange programme which is administered in NZ by the Associated Colleges of Education NZ, but at a level of 1 teacher reciprocal exchange per two years.	Ian
(b) Investigate the possibility of sporting exchanges eg. badminton, baseball, soccer, golf	Tony
(c) Investigate the possibility of reciprocal exchange of Museum artefacts	Andrew
(c) Investigate the support for a garden tour of Japan	Andrew

### Objective Seven

To advise the Whakatane District Council on matters relating to its present or possible future Sister City affiliations.

<b>Goals:</b>	<b>Frequency</b>
(a) To explore and facilitate bi-annual official council staff exchanges with Kamagaya.	<b>SSC</b>
(b) To schedule one Mayoral visit to each Sister city per council term, and host a Mayoral visit in return.	<b>SSC</b>
(c) To maintain Sister City New Zealand membership and have one key delegate attend the annual conference/seminar.	Annually <b>Janie</b>

## Objective Eight

To explore opportunities for long-term business relationships between citizens and companies of Kamagaya and Whakatane.

### Goals

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| (a) | To promote business opportunities that will provide benefits to individuals and organisations of both Cities   | Tony |
| (b) | To develop a Sister City business framework between Kamagaya and Whakatane that: <ul style="list-style-type: none"><li>• leverages off Trade New Zealand expertise, presence, and reputation.</li><li>• facilitates contact between reputable business people from Kamagaya and Whakatane who share common business interests.</li><li>• generates funds for Sister City development through a percentage commission based on annual turnover where successful business relationships develop as a result of the introductions through the Sister City business framework.</li></ul> | Tony |
| (c) | Organise/facilitate one reciprocal exchange visit for business people each electoral term  | Tony |